

# New England Value-added Meat and Poultry Products Workshops



Utilizing technology and creativity to efficiently produce quality, value-added products for today's consumer.

12 workshops designed to stimulate forward thinking meat food producers and processors, while introducing them to potential partnerships with culinary professionals



Sponsored by the six New England State Departments of Agriculture, in cooperation with the Land Grant College's Cooperative Extension System and the Vermont Meat & Poultry Processors Association.

Funded in part through assistance provided by the Federal-State Marketing Improvement Program of the U.S. Department of Agriculture, Agricultural Marketing Service



**Register Early  
and Save!**

# Developing Market Opportunities for V



**T**his workshop series is for any producer or processor searching for returns above those available through commodity markets. Regardless of whether you are a producer interested in upgrading your product line to be competitive in the value-added marketing arena or a prospective producer that has recognized the profit potential that this market may provide, this series will have something for you.

We encourage participation by commercial and custom meat and poultry processors, culinary professionals, culinary and vo-tech students considering a career in meat food processing or any other individual or organization interested in producing branded or value added meat

and poultry products.

Participants will tour a range of facilities used in the slaughter and processing of red meat and poultry products.

You will learn how to break beef, pork, and lamb carcasses.

We offer product fabrication demonstrations focusing on efficient utilization, preparation and presentation for retail/



## Value-added Products Workshop Series

**July 26th**

**Deimand Farm\***

*Wendell, Massachusetts*

This evening farm tour will begin with a turkey pot pie dinner and an introduction by Anne Deimand. Producers will hear and see the benefits of a diversified product line and value-added processing facilities. Deimand Farm's model, is an example of achieving profit through the maximization of facilities, labor and management. In addition to production efficiencies, Deimand farm has created increased farm gate returns through value-added processing, services and product marketing.

A dinner at 6pm will be provided. The tour will follow dessert and end at 8 pm. Bio-secure foot coverings will be required and provided for all participants.

**August 13 and 14th**

**Over the Hill Farm\***

*Benson, Vermont*

John and Nancy Wing and family will host this workshop at their new USDA slaughter/processing facility. A group size of 20 will be most comfortable and thus the second day has been planned to accommodate more people if necessary. Each day will include a facility tour as well as beef, pork and lamb carcass fabrication demonstrations. The focus of this workshop will be the production of retail / wholesale cuts, value added products and packaging.

Sessions will run from at 9am-3pm, with a noon meal provided on site. Please register early so that we can determine whether there will be a need for the August 14th session.

**August 27th**

**Green Mountain Smokehouse\***

*Windsor, Vermont*

Owner Jake Henne will welcome a group to his newly expanded, recently approved USDA processing facility. Jake's years of experience with meat marinating and sausage making in a state approved facility has earned him a local reputation for quality value-added products and dependable service. Jake will discuss the process of sausage making, provide a demonstration, and shared his extensive knowledge with the group. You will enjoy Jake's enthusiasm as he is proudly preparing to take his Green Mountain Smokehouse products to retail and restaurant accounts throughout the region.

The workshop will be held 10am-2:30pm. Samples of Green Mountains Smokehouse's fine product line will be available during the mid point break.

\* Registration covers the cost of a meal and, where applicable, transportation.



# Value-added Meat and Poultry Products

wholesale and the restaurant trade.

Processing techniques including curing, brining, smoking, sausage making and old world style butchering will be some of the highlights.

Looking for a travel experience ? We have planned a day trip to Montreal to visit some of their finest meat shops, experience the product flavors, talk to the



chefs, and take in the cultural component so much a part of the demand for value-added products.

You will understand how product diversification and vertical integration on the farm can enhance the profitability of an operation.

This workshop series is intended to help you find answers to your technical questions while fostering an appreciation for the added-value potential that exists for products that have been developed through understanding and cooperation with the appropriate partners.

Although not part of this workshop series we are offering scholarships to the regions meat and poultry processors interested in attending the American Convention of Meat Processors to be held July 28-30 in Buffalo, NY.



## September 10

### The Royal Butcher\*

*Braintree, Vermont*

The Royal Butcher, one of Vermont's newest slaughter/processing facilities, having recently completed an expansion and renovation project has just received USDA inspection approval. This approval will allow for processed products bearing their label to enter interstate commerce and compete in the growing value-added market.

Operator Ryan Larocque will provide a facility tour, demonstrate beef and lamb carcass fabrication with an emphasis on beef chuck marketing and lamb cuts for restaurant presentation. Ryan, formally trained by renowned chefs Chef Thomas Gucy of the Woodstock Inn & Resort and Chef Robert Newton of Simon Pierce Restaurant, will share his unique approach to quality cutting and product presentation.

This workshop will run from 9am-3pm. Including a noon meal featuring local products.

## September 17

### Smokin Bones Smokehouse

*Sharon, Vermont*

Darryl and Brenda Potter will be the hosts of this session. Smokin Bones is a state inspected processing facility, with an established reputation in Vermont's Upper Valley for quality cured and smoked pork and poultry product. Darryl will demonstrate his pork processing procedures, discuss critical control points and generally discuss his cooking procedure. Smokin Bones also operates a retail case on site, while enjoying a customer base including restaurants and retail stores. Although not part of the workshop, the Potter's also own and operate Sharon Beef, a federally inspected slaughter/processing facility adjacent to Smokin Bones.

This workshop will begin at 9am and conclude at 12:30 pm.

## September 26

### Pascal's\*

*Saxton River, Vermont*

Pascal Nebois, owner of Pascal's French Bistro and Charcuterie will be the host of this workshop. Pascal will share his many experiences as a French trained chef and

charcutier. During this session you will see the old world style of hog butchering which yields quality cuts for the restaurant trade while identifying and utilizing lower value parts for the production of higher value sausages, terrines and pates.

Pascal will provide a noon meal to include samples of the many delicious products produced at Pascal's. Activities will begin at 9am and conclude at 3pm.

## October 4

### Sankow's Beaver Brook Farm\*

*Old Lyme, Connecticut*

Owner Suzanne Sankow invites the group to her sheep farm and kitchen facility for a classroom /kitchen workshop. Beaver Brook Farm produces frozen dinners in their inspected kitchen adding value to the farm's lamb products. Staff chef and consultant Stuart London will speak to the group covering a broad range of farm/food related topics including regulations, facilities, packaging, labeling, marketing, etc..

The days activities will begin at 10am and conclude at 6pm. The workshop fee includes a noon time meal featuring a lamb entrée.

*continued on next page*

# Registration Form

Attendee name \_\_\_\_\_

2nd attendee name \_\_\_\_\_

Additional attendees \_\_\_\_\_

Total registration fees due; (total of lines above) \_\_\_\_\_

Business name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

The workshop scheduled on Aug 13 will be repeated on Aug 14 only if we have 20 or more register for the Aug 13 program. The same is true for the Oct 19 and 26 trips to Montreal. The group size will be limited to 10 for this event.

Please mail or fax to:

## Value-added Workshops

c/o Vermont Agency of Agriculture, Food and Markets  
116 State Street, Drawer 20, Montpelier, VT 05620-2901  
Fax: (802) 828-3831

Payment due by July 10, 2005. Please make checks payable to Vermont Meat & Poultry Processors Association.

**Workshop fees:** Come to one or all for the same fee! Our FSMIP grant funding enables us to offer the series at this very reasonable rate. If registration and payment are received prior to July 11: \$ 50.00 for the first attendee and \$20.00 for each additional attendee. Registration/ payment received after July 11: \$60.00 for the first attendee and \$30.00 for each additional attendee.

For more information contact:

Ed Jackson, Ag. Dev. Associate  
116 State Street, Drawer 20, Montpelier, VT 05620-2901  
Phone: (802) 828-3092 • Fax: (802) 828-3831  
e-mail: ed@agr.state.vt.us • www.vermontagriculture.com

## I will attend the following workshops:

- |                                  |                                  |                                     |
|----------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> July 26 | <input type="checkbox"/> Sept 10 | <input type="checkbox"/> Oct 8      |
| <input type="checkbox"/> Aug 13  | <input type="checkbox"/> Sept 17 | <input type="checkbox"/> Oct 19     |
| <input type="checkbox"/> Aug 14  | <input type="checkbox"/> Sept 26 | <input type="checkbox"/> Oct 26     |
| <input type="checkbox"/> Aug 27  | <input type="checkbox"/> Oct 4   | <input type="checkbox"/> NPC T.B.D. |

## October 8 Bon Temps Gourmet\* Worcester, Vermont

Chef Greg Labarthe and Gretchen Saries will conduct an all day workshop focusing on the Curing and Smoking of Poultry and Fowl. Discussion will include the basics of curing and brining as well as various smoker and smokehouse design. This workshop showcasing Greg's expertise as a chef and consultant, will introduce producers to the value-added opportunities that exist in the production of artisan style, tasteful and visually appealing smoked products.

Recipes covered include duck ham, smoked turkey breast, smoked chicken, duck and rabbit confit.

The hours for this session will be 9am-4pm with a lunch provided mid-day.

## October 19 (repeated on Oct. 26th if needed) Value-added Meat Tour\* Montreal, Quebec

Greg Labarthe and Gretchen Saries (Bon Temps Gourmet) will be our tour guides as we visit Montreal's finest retail meat markets and butcher shops. You

will see a wide range of products for sale, including sausages, smoked meats, ready-to-cook products, pâtés and terrines and a wide variety of game products. Visit with the proprietors to find out what works for them. Lunch at Schwartz's-home of Montreal's famous smoked meats as well as visits to Atwater & Jean Talon Markets.

This all-day event departs Montpelier at 8am and returns at 7pm. Maximum group size of 10.

The fee for this trip will included lunch at Schwartz's and round trip transportation from Montpelier.

A photo ID and/or passport is required to pass through customs.

## (Date to be determined) NPC Processing Company S. Burlington, Vermont

Dan Desautel, President of NPC will take you on a tour of the plant. You will see a range of equipment including grinders, stuffers, pattie machines, tumblers, injectors and packaging equipment used in the fabrication of quality portioned meat products. Dan has been able to identify and cultivate international niches, creating new products and marketing opportunities. Dan will share

with you some of his marketing and production successes. NPC has developed an interesting array of labeling options and ultimately a larger scale product opportunity that is competitive in the export market.

Afternoon schedule of 1-4pm is desirable.

## Providence, Rhode Island

An exciting late fall event is being planned for this location. Beef, goat and lamb carcass fabrication demonstrations will be conducted along with discussions on cuts and packaging, proper safe handling, and the USDA requirements. This workshop is intended to bring all parties with a stake in the production, processing, marketing and regulation of value-added products together in an effort to facilitate the marketability of more local meat food products. For more information, please contact the Rhode Island Division of Agriculture at (401) 222-2781.